

1 18. The system of claim 17 wherein the electronic device is  
2 a computer, and the computer is responsive to a source containing  
3 financial information and a source that contains bit map data  
4 corresponding to the company logo.

1 19. The system of claim 18 wherein the financial  
2 information includes company identifiers and wherein the company  
3 identifiers are used to access bit maps corresponding to the  
4 company logos.

1 20. The system of claim 18 wherein the source of bitmaps is  
2 contained in a database of logo bitmaps.

1 21. The system of claim 18 wherein the source containing  
2 financial information is a database of financial data.

1 22. The system of claim 18 wherein data scrolled on the  
2 display are updated according to market conditions.

1 23. The system of claim 22 further comprising a filter  
2 coupled to a source containing financial data, said filter  
3 extracting the data and placing the data in a database.

1 24. The system of claim 17 further comprising a correlator  
2 that correlates a bitmap of a company logo with financial  
3 information contained in a database.

1 25. The system of claim 24 wherein data scrolled on the  
2 display are updated according to market conditions.

1 26. The system of claim 24 further comprising a filter  
2 coupled to a source containing financial data, said filter  
3 extracting the data and placing the data in a database.

1 27. A method for displaying stock ticker information  
2 comprises:  
3 displaying market data across an electronic monitor,  
4 said market data comprising a company logo and stock ticker  
5 information associated with the company logo.

1 28. The method of claim 27 wherein displaying associates a  
2 data source containing financial information and a data source  
3 that contains bit map data corresponding to the company logo.

1 29. The method of claim 28 wherein the financial  
2 information includes company identifiers and wherein the company  
3 identifiers are used to access bit maps corresponding to the  
4 company logos.

1 30. The method of claim 27 wherein displaying market data  
2 occurs with market conditions.

1 31. The method of claim 27 further comprising filtering the  
2 source containing financial data, and extracting the data to  
3 place the data in a database.

1 32. A method for displaying stock ticker information  
2 comprises:

3 providing a feed containing values of financial  
4 instruments;  
5 extracting from the feed instrument identifiers and the  
6 values of the financial instruments;  
7 accessing graphic symbols in accordance with the  
8 extracted instrument identifiers and associating the extracted  
9 graphic symbols with the corresponding values of the financial  
10 instruments to produce a stock ticker feed; and  
11 displaying the stock ticker feed across a video  
12 display.

1 33. The method of claim 32 wherein the feed of values  
2 includes identifiers that correspond to the financial  
3 instruments, and wherein accessing comprises:

4 accessing the graphic symbols by using the identifiers  
5 to associate the graphic symbols with the financial data.

1 34. The method of claim 32 further comprising:  
2 correlating a bitmap of a company logo with financial  
3 information contained in a database.

1 35. The method of claim 32 further comprising  
2 updating data on the stock ticker in accordance with  
3 current market conditions.

1 36. A method for dynamically displaying graphic symbols and  
2 value information for financial instruments, the method  
3 comprising:

4 receiving a feed containing identifiers and  
5 corresponding values of financial instruments;

6 extracting from the feed the identifiers and  
7 corresponding values of the financial instruments;

8 retrieving graphic symbols associated with the  
9 extracted identifiers;

10 forming a display signal including the retrieved  
11 graphic symbols and values corresponding to the financial  
12 instruments; and

13 displaying on a monitor the graphic symbols and values  
14 corresponding to the financial instruments.